



Skirts and Blouses

By ADELE MENDEL.

Wonder that the separate skirt to be worn with odd waists is again in popular favor. The woman who possesses two skirts very suit and two waists to every can be remarkably well dressed limited income.

odd skirt of lightweight serge, cord or any of new spring materials, can be used with different waists, thus making a change in the appearance. Though skirts of plain material have formerly been considered most suitable for wear with odd waists, the season checks, stripes and mixtures are employed on the skirts.

narrow appearing skirts emphasize the slender hip line are very popular. Many novel effects in slight pleats and pleats of various kinds are produced. The pleats, which give freedom in walking, are either flat, or tacked down and flare at the bottom of the skirt.

skirts with panels both back and or side pleated panels with the stitched half way down, are seen.

length the skirts barely clear the ankles and demurely cover the ankles. Two inches above the ground is the length, though many will cling shorter skirt as more convenient every day wear. The new skirts are especially comfortable in warm weather. Another cause for joining

simplicity, but often elegant

simplicity, is a striking characteristic of the new blouses.

The new waists are fuller back and front than those of previous seasons, and truly "blousy," often giving a negligee appearance. The effects are especially comfortable in warm weather. Another cause for joining

is that most of the waists button in front so that one need not depend upon others to "button them up."

Cape waists of all kinds hold full sway. Then there are waists of all-over lace nets, chiffon, nets, voiles and charmeuse for dress. The dainty lingerie waists of voile, batiste and crepe

Dear Madam:

I find pleasure in announcing that the very latest novelties in materials and designs for the

Spring and Summer Season 1913

have now arrived, and I herewith extend a cordial invitation to you to call and inspect same.

Yours respectfully,

L. A. Pauloo
LADIES' TAILOR
707 McIntye Building

in plain and fancy effects, are nearly all trimmed with a contrasting color, which is introduced either in the hand embroidery, or in the collar and cuffs and small vests. Ratine and colored picot edge voile are used on white waists to a marked degree.

The new waists are identified by the square yoke back and front. The little fancy vests, the low set in sleeves, the extra fullness back and front, and the full length or three-quarter sleeves with deep cuffs. Black silk collars and cuffs are used on the white waists. Those, of course, are made detachable. Crochet crystal round or oblong, pearl buttons in white and colors and amber buttons

are shown on the latest models with the button holes worked in contrasting colors.

The strictly tailored shirts in tub silk, silk and cotton crepes, charmeuse, pique madras and linen are severely plain in cut. Long sleeves are the rule in these tailored modes. If the material is striped, the collar, cuffs and small jacket match the stripe. Some of the models have the tucked fronts, either in small pin tucks or alternating narrow and wide tucks, simulating a man's shirt front.

On dresses and waists fancy collars of colored hand embroidery, of lace over colored voile, of chiffon, or of silk are universally becoming except

to very stout persons. The Medici collar is taking the place in some instances of the Robespierre collar, and is shown in a new form.

A stunning model of all-over lace is made over flesh-colored net. It has a square yoke back and front with the body of the waist shirred to the yoke, and is quite full and blousy at the waist line. The coral satin Robespierre collar, cuffs and vestee are embroidered in a darker shade of coral and have rows of rhinestone buttons set in pink cuffs for trimming. A jabot of net is on each side of the front, and the same net is used as frills on the long set-in sleeves.

The very popular Bulgarian embroidery is seen in the new spring blouses. A white voile waist has the collar embroidered in Bulgarian colors. Charming in their simplicity are the blouses of jousy crepe with Dutch collar, turn back cuffs and the small breast pocket of Swiss embroidery with dainty lace. Laces are used a great deal on all this year's blouses in insertions in fanciful form, lace collars, vestees and cuffs. Some of the new lingerie waists are composed nearly entirely of hand-run tucks and lace with frilly jabots of the lace sometimes finished with a narrow hemstitched border of colored voile.

OUR NEW DEPARTMENT

Women's Shoes

BUY ON CREDIT AT
CASH PRICES

OPENING TOMORROW OF OUR
WOMEN'S SHOE DEPARTMENT, introducing the very best makes at popular prices. The season's latest and most advanced styles and leathers. Pleasing assortments.

YOUR CREDIT IS GOOD!

The
National
CREDIT CO

256 STATE STREET

"JUST A MINUTE FROM BROADWAY."

To Make Choosing NOW Unusually Easy—You Have Only to
Take Advantage of "The National's" Liberal Credit Service.
Here's Variety—Here's Assortment—Here's Style—Here's Value
—Here's Credit.

Let Your Easter Outfit Start Your Account With Us Tomorrow Our Elegant and Extensive Early Easter Displays of MILLINERY, SUITS

and Ready-to-Wear Apparel Sold on Credit at Cash Prices Makes
Early Selection Irresistible—Don't Delay Choosing—Come
Tomorrow—WELCOME.

YES--YOUR CREDIT IS GOOD--
as Good as Cash at "The National"

Buy now—Pay Later—and pay on the most convenient, liberal terms—And you pay no more for our credit accommodations than you do when paying cash. "The National's" Credit Service is perfected to the Highest Point of HELPFULNESS TO YOU—through 10 years of the Most Successful Credit Business in Salt Lake City.

Our Extensive Display of Apparel for
Men Is a Big Clothing Store All by Itself:
Men's New SPRING HATS
Men's New SPRING SUITS
Men's New SPRING SHOES
MEN'S NEW FURNISHINGS

Buy on Credit at Cash Prices

The National Credit Co.
Men's and Women's
Apparel Sold on Credit
at Cash Prices.

OUR NUMBER:
256 STATE STREET
"JUST A MINUTE FROM BROADWAY."

Everything That Men
and Women Wear

**Sold on Credit
at Cash Prices**

Selection is offered from new spring and
Easter assortments now at the very highest
point of completeness. There's nothing
to be gained by postponing your
Easter purchasing until later. Come, let
us show you.

YOUR CREDIT IS GOOD!



Special Tomorrow!

Any Women's Skirt

in the Store at **\$4.95**

Your choice of our entire
assortments of Women's
Skirts—including the newest and cleverest Spring
arrivals—regardless of cost or former price—at
\$4.95. **Your Credit Is Good**

Hair Goods and Switches

Buy on Credit at Cash Prices

Complete in every detail is our new hair goods department and your attention is especially directed to the values.
Buy on credit at cash prices.

The National Credit Co.
Men's and Women's
Apparel sold on Credit
at Cash Prices.

OPPOSITE
Z.C.M.I. **SEGIL SAMPLE STORE** OPPOSITE
Z.C.M.I.
38 SOUTH MAIN STREET

ANNOUNCEMENT MOST EXTRAORDINARY
MONDAY---OPENING DAY
SALE OF SAMPLE
SUITS UP TO \$27.50 AT

\$14.95
Two great New York
sample lines in one
unmatchable bargain
lot—every suit a different
and most stunning
spring model.
Style reproductions of
highest cost imported
creations—including
the most advanced
and cleverest fashions
in SOFT SERGES,
EPONGE, POPLINS,
NOVELTY MIX-
TURES, etc. Notably
the gathering are
the Montecarlo and Bulgarian trimmed suits—and there's a style
array positively without precedent at the price—and this right at the
gateway of a season—Come—and come early—there's but one style
of a kind—Early selection is decided to your advantage—Never before in Salt Lake City such values at
\$14.95 so early in the season.

ANOTHER SHIPMENT OF THOSE
\$3.50 SILK Petticoats

All new—all colors—this season's latest colorings in
soft-finish taffeta and messaline silks—Conditions of
our purchase permit of extraordinary value giving at **\$1.95**

Segil Sample Store, 38 So. Main St.

